Business America Index

January-December 1996

This index of *Business America* provides a reference to the articles and features published in all issues of the magazine during 1996. We have prepared annual indexes since the magazine began publishing under the name of *Business America* on October 23, 1978. The index is designed as a tool for readers trying to locate material published in past issues of the magazine. The month of issue and the page number are cited. Articles have been indexed by subject, country, and—in some instances—by product or service. Unless otherwise noted, the authors are employees of the U.S. Department of Commerce, most of them in the International Trade Administration (ITA). Single copies of back issues from 1996 can be obtained for $4.50 from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, tel. (202) 512-1800. Many U.S. libraries subscribe to *Business America*.

A

Advanced Technology Program

Competition for research and development grants announced—July, p. 1
Requests proposals—December, p. 1

Advocacy

U.S. Government advocacy efforts are paying off in China and Hong Kong—January/February, p. 8

Africa

Remarks by Secretary Brown at Eastern Africa Regional Roundtable in Nairobi, Kenya, February 21—March, p. 20
Secretary Brown leads Commercial Development Mission to Africa—March, p. 14

Agency for International Development

New USAID program matches Latin America's environmental technology needs with products and services of U.S. companies, by Julie Williams, USAID—May, p. 21

American Business Centers

American Business Centers host two "main events," by Susan Simon, ABC Program, Russia/NIS—July, p. 22
American Business Center Nizhnevartovsk organizes environmental oil and gas trade mission to Western Siberia—January/February, p. 1

Appointments

Excerpts of President Clinton's remarks on the nomination of Ambassador Mickey Kantor as Secretary of Commerce—April, inside front cover
Lee Price appointed Chief Economist—November, p. 1
President Clinton nominates Stuart E. Eizenstat to be Under Secretary of Commerce for International Trade—January/February, inside front cover
Stuart Eizenstat confirmed as Under Secretary for International Trade—April, p. 1

Argentina

Celebration, Argentine style, by Kris Wooley—December, p. 5
Commerce Under Secretary Eizenstat visited Brazil and Argentina—July, inside front cover; August, p. 20

Armenia

European Bank for Reconstruction and Development prepares road project in Armenia—December, inside front cover

ASEAN

California-ASEAN Initiative will identify business partners and link California companies with potential partners—July, p. 1

Asia

Asia—booming growth raises demand for environmental technologies, by Denise L. Carpenter, A. Camille Richardson, and Rizwan Khaliq, Office of Environmental Technologies Exports—April, p. 43
Asia-Pacific Business Outlook Conference to be held March 17-19, 1997—October, p. 32; November, p. 36
Asia-Pacific Economic Cooperation (APEC) meeting held in Manila—November, inside front cover
Mickey Kantor leads his first mission as Secretary of Commerce: a Presidential Trade and Economic Policy Mission to East Asia—July, p. 20
TDA releases report on Southeast Asia projects—October, inside front cover
Trade mission to Singapore and Hong Kong is an outgrowth of White House Conference on Small Business—March, inside front cover
US-AEP—toward a clean revolution in Asia, by Lewis P. Reade, Dir. General, United States-Asia Environmental Partnership—April, p. 48

ATA Carnet System

Croatia and Estonia join ATA Carnet System—November, p. 1

B

Bahrain

Bahrain business conference held March 10-12—March, inside front cover

Baldrige Award (see Malcolm Baldrige National Quality Award)

Big Emerging Markets

U.S. Commercial Centers put American companies on the profit pulse of the Big Emerging Markets—March, p. 4

Botswana

Secretary Brown leads Commercial Development Mission to Africa—March, p. 19

Brazil

Brazil's non-traditional regions offer attractive business opportunities, by Paulo Mendes, Office of Latin America and the Caribbean—August, p. 19
Commerce Under Secretary Eizenstat visited Brazil and Argentina—July, inside front cover; August, p. 20
Executive aerospace trade mission is planned—August, p. 1
U.S. appeals WTO panel finding concerning Venezuela and Brazil's challenge to an EPA regulation governing imports of reformulated and conventional gasoline—March, inside front cover

Business America

Index of 1995 issues—January/February, p. 27

C

Canada

Canada looks south to U.S. to supply its growing need for environmental technologies, by Loretta S. Jonkers, Office of Environmental Technologies Exports—October, p. 20
U.S. and Canada reach agreement on softwood lumber—March, p. 1

Caribbean

Why free trade in the Americas? Why NAFTA?—August, p. 4
Recovery and reform decade of the 1990s provides even more opportunities in Latin America and the Caribbean, by William J. Des Rochers, Office of Inter-American Affairs—August, p. 5
Hemispheric commercial integration accelerates toward 2005, by John M. Andersen, Office of Inter-American Affairs—August, p. 6
Hemispheric trade ministers achieve concrete progress, by Stephen P. Jacobs, Director, Office of Inter-American Affairs—August, p. 7
The Americas Business Forum, by Mercedes Fitchett, Office of Inter-American Affairs—August, p. 8
Western Hemisphere trade agreements (foldout)—August, centerspread
Commerce Department completes seventh Business Development Mission to Haiti—August, p. 24

CEEBIC

Installs fax-on-demand system to provide information on Central and Eastern Europe 24 hours a day—January/February, p. 1

Central Europe

Central and Eastern Europe: U.S. environmental technologies exports are fueled by new market economies, by Anne M. Novak, Office of Environmental Technologies Exports—April, p. 50
TDA sponsors a conference in St. Louis on power generation and transportation projects in Central Europe and the New Independent States—March, p. 1

Chile

Economic growth and advances in foreign trade accelerate Chile's infrastructure needs, by Jennifer Graff, Office of Latin America and the Caribbean—August, p. 21

China

1996 is the "year of the major project" in China for many companies, by Charles M. Martin, U.S. Commercial Service, Beijing—January/February, p. 11
China shows strong interest in American technology, by John Mearman, Office of Basic Industries—January/February, p. 14
Commerce Department's Environmental Technologies Initiative in China gets strong start—January/February, p. 20
Consumer goods and retailing in the PRC, by Gwen Lyle, U.S. Commercial Service, Beijing—January/February, p. 12
Intellectual Property Rights Enforcement Agreement commits China to strong measures to curb piracy, by Paul Kullman, Office of the Chinese Economic Area—January/February, p. 10
ITA services in China and Hong Kong—January/February, p. 23
Large tariff cut may help offset removal of tariff incentives, by Paul Kullman, Office of the Chinese Economic Area—January/February, p. 14
Major U.S. suppliers join Chinese printing and publishing technologies project—October, p. 1
Market Development Cooperator Program invests in innovative export marketing projects in China, by Gregory O'Connor, Office of Planning, Coordination, and Resource Management—January/February, p. 21
China: Punctuality is expected in meetings—December, p. 12
Secretary Brown's visit to China and Hong Kong underscores the importance of our commercial ties, by

Donald Forest, Cheryl McQueen, and Sheila Baker, Office of the Chinese Economic Area—January/February, p. 7
Secretary Kantor and Minister Wu Yi co-chair Tenth Session of US-China Joint Commission on Commerce and Trade, by Cheryl McQueen, Deputy Director, Office of the Chinese Economic Area—October, p. 18
Shanghai, China's largest city—January/February, p. 20
Update on China's GATT/WTO Accession—January/February, p. 9
U.S.-China Joint Commission on Commerce and Trade—January/February, p. 15
U.S.-China Joint Commission on Commerce and Trade, Business Development and Industrial Cooperation Working Group, work program events—January/February, p. 17
U.S. Government advocacy efforts are paying off in China and Hong Kong—January/February, p. 8

Colombia

Environmental Technologies Cooperation with Colombia, by Kristine Bretl, Office of Environmental Technologies Exports—August, p. 9

Commerce Department

A moment of sharing, by Jim Desler, Director, Office of Public Affairs, ITA—April, p. 22
Accomplishments of the Bureau of Export Administration under Secretary Brown—April, p. 15
Accomplishments of the Economic Development Administration under Secretary Brown—April, p. 15
Accomplishments of the Economics and Statistics Administration under Secretary Brown—April, p. 18
Accomplishments of the International Trade Administration under Secretary Brown—April, p. 11
Accomplishments of the Minority Business Development Agency under Secretary Brown—April, p. 18
Accomplishments of the National Oceanic and Atmospheric Administration under Secretary Brown—April, p. 19
Accomplishments of the National Telecommunications and Information Administration under Secretary Brown—April, p. 20
Accomplishments of the Patent and Trademark Office under Secretary Brown—April, p. 20
Accomplishments of the Technology Administration under Secretary Brown—April, p. 14
Accomplishments of the U.S. Travel and Tourism Administration under Secretary Brown—April, p. 21
Commerce Department's Environmental Technologies Initiative in China gets strong start—January/February, p. 20
Commerce Department grant helps fight pollution by boosting exports of enzyme that multiplies oil-eating bacteria, by Curt Cultice, Office of Public Affairs—January/February, p. 24
Commerce Department's National Technical Information Service makes available a major on-line service, World News Connection, on the World Wide Web—April, p. 1
Commerce Department officials, officials of other agencies, and corporate executives perish in plane crash—April, p. 5
Commerce Department program provides standards training to food and packaging specialists from Russia and the New Independent States—March, p. 1
Critical services to U.S. business provided by the Commerce Department's International Trade Administration were severely disrupted during two government shutdowns—January/February, p. 4
Excerpts of President Clinton's remarks on the nomination of Ambassador Mickey Kantor as Secretary of Commerce—April, inside front cover
Highlights of Secretary Brown's Business Development Missions—April, p. 12
Increasing your bottom line with the U.S. Department of Commerce, by Marsha Iyomasa and Kristine Bretl, Office of Environmental Technologies Exports—April, p. 55
Remarks by Secretary Brown at Eastern Africa Regional Roundtable in Nairobi, Kenya, February 21—March, p. 20
Ronald H. Brown, 30th U.S. Secretary of Commerce—April, p. 4
Ronald H. Brown, the Commerce Department's powerhouse—April, p. 17
Secretary Brown leads Commercial Development Mission to Africa—March, p. 14
Secretary Brown's visit to China and Hong Kong underscores the importance of our commercial ties, by Donald Forest, Cheryl McQueen, and Sheila Baker, Office of the Chinese Economic Area—January/February, p. 7
Trade Compliance Center established in the Department of Commerce—August, inside front cover

Commercial Centers (see U.S. Commercial Centers)

Commercial Holidays

1997 world commercial holidays listed—December, p. 11

Commercial Service (see U.S. Commercial Service)

Consumer Goods

American cosmetics popular at COSMOPROF show in Bologna, Italy, by George Ruffner and Ronald Soriano, Commercial Service Italy—October, p. 23
Foreign consumers look to U.S. manufacturers for the latest trends in recreation equipment, by John Vanderwolf, Office of Consumer Goods—July, p. 10

Cote d'Ivoire

Cote d'Ivoire: It is not common or easy to find English speakers—December, p. 13
Secretary Brown leads Commercial Development Mission to Africa—March, p. 16

Croatia

Croatia and Estonia join ATA Carnet

System—November, p. 1

Cultural Aspects of Exporting/Holiday Customs

Recognizing and heeding cultural differences can be key to international business success—December, p. 4
Celebration, Argentine style, by Kris Wooley—December, p. 5
Philippines: There are two official languages—December, p. 5 and p. 20
Celebrating Christmas and New Year's Day in traditional Greek style, by Elena and Odysseus Mikalis—December, p. 6
Polish holidays are rich in old customs and tradition, by Roza Pace—December, p. 6
Denmark: Some American forms of greeting can be misunderstood—December, p. 6
Most Koreans have three names—December, p. 7
Holidays are coming back in Russia, by Laurel Henderson and Alexei Kim—December, p. 8
Business in Egypt is personal—December, p. 8
Midsummer Day is a special holiday in Sweden, by Jim Devlin—December, p. 9
Ramadan is the most important religious holiday in Turkey, by Boyce Fitzpatrick—December, p. 10
Hong Kong: "Face" is very important—December, p. 10
1997 world commercial holidays listed—December, p. 11
China: Punctuality is expected in meetings—December, p. 12
Cote d'Ivoire: It is not common or easy to find English speakers—December, p. 13
Japan: Indifference to local business practices could indicate a lack of commitment—December, p. 16
Mexico: Yes does not always mean yes—December, p. 18
Netherlands: The "golden key" of business is courtesy—December, p. 19
Uganda: Business decisions are often made by a group—December, p. 22
United Arab Emirates: Men and women work together—December, p. 23

Current International Trade Position of the U.S.

March, p. 9; June, p. 35; December, p. 27

Curt's Corner

Commerce Department grant helps fight pollution by boosting exports of enzyme that multiplies oil-eating bacteria, by Curt Cultice, Office of Public Affairs—January/February, p. 24
Building dental "bridges" by word of mouth, by Curt Cultice, Office of Public Affairs—March, p. 22
'Where's the Beef?, by Curt Cultice, Office of Public Affairs—May, p. 26
'Twist and Shout', by Curt Cultice, Office of Public Affairs—July, p. 5
'Bottom's Up,' by Curt Cultice, Office of Public Affairs—October, p. 25

D

Defense Department

Will award research and development contracts to small technology companies—December, inside front cover

Denmark

Denmark: Some American forms of greeting can be misunderstood—December, p. 6

District Export Councils

Alabama DEC launches new trade grant program, by Patrick T. Wall, Executive Secretary, Alabama DEC—August, p. 27
Arizona DEC creates a home page for exporters, by Frank Woods, Executive Secretary, Arizona DEC—May, p. 30
Businesses helping businesses, by Nathanael Herman, Commercial Service—June, p. 17
Chairpersons' Council wins vote for inter-DEC coordination, by Jim Rigassio, Commercial Service—July, p. 27
DEC and CIBER cooperation, by Raymond J. Brimble, Chair, Camino Real DEC, Austin, Tex., and Robert Green, Director, Center for International Business Education and Research, University of Texas at Austin—March, p. 24
Letter to DEC members from Daniel J. McLaughlin, Deputy Assistant Secretary, Commercial Service—April, p. 24
Northern California DEC plans special World Trade Week '96 conference, by Harry Orbelain, Northern California DEC member and San Francisco Global Trade Council President—May, p. 31
Services: The Export of the 21st Century, a publication of the Northern California DEC, by Jerry Levine, Chair—June, p. 17
Small- and medium-sized enterprises participate in Transatlantic Business Dialogue, by Mark Struhs, Chair, Lone Star DEC—December, p. 26
Virginia DEC hosts joint meeting of Mid-Atlantic DECs, by Phil Ouzts, Executive Secretary, Virginia DEC—November, p. 25
The DEC Internet homepage—June, p. 18
U.S. trade policy and the future role of the District Export Councils, by Sven Langmack, Chair, Northern Ohio DEC, and Jennifer Wickland and Nathanael Herman, U.S. Commercial Service—January/February, p. 3

E

Eastern Europe

Central and Eastern Europe: U.S. environmental technologies exports are fueled by new market economies, by Anne M. Novak, Office of Environmental Technologies Exports—April, p. 50

Egypt

Business in Egypt is personal—December, p. 8

Environmental Protection Agency

EPA's U.S. TIES program, by Sarita Hoyt, Environmental Protection Agency—April, p. 56

Environmental Technologies

Asia—booming growth raises demand for environmental technologies, by Denise L. Carpenter, A. Camille Richardson, and Rizwan Khaliq, Office of Environmental Technologies Exports—April, p. 43
Canada looks south to U.S. to supply its growing need for environmental technologies, by Loretta S. Jonkers, Office of Environmental Technologies Exports—October, p. 20
Central and Eastern Europe: U.S. environmental technologies exports are fueled by new market economies, by Anne M. Novak, Office of Environmental Technologies Exports—April, p. 50
Commerce Department's Environmental Technologies Initiative in China gets strong start—January/February, p. 20
Environmental Technologies Cooperation with Colombia, by Kristine Bretl, Office of Environmental Technologies Exports—August, p. 9
Environmental training opens markets overseas, by Edith A. Cecil, Executive Director, U.S. Environmental Training Institute—April, p. 58
EPA's U.S. TIES program, by Sarita Hoyt, Environmental Protection Agency—April, p. 56
ET a key focus in Summit of the Americas process—April, p. 28
ETE staff members receive ITA's highest award (photo)—April, p. 29
Export success: ALENCO International, Inc.—April, p. 37
Export success: Aquatics Unlimited—April, p. 45
Export success: Black & Veatch International—April, p. 36
Export success: CH2M Hill International, Inc.—April, p. 38
Export success: Clean Burn, Inc.—April, p. 51
Export success: Radian International—April, p. 39
Financing environmental exports, by Eric Fredell, Office of Environmental Technologies Exports—April, p. 33
Focus on environmental technologies exports: a tribute to Secretary Brown's vision—April, p. 25
Global Environmental Market and United States Environmental Industry Competitiveness (publication)—April, p. 56
Guide to U.S. Government ET resources—April, p. 55
Increasing your bottom line with the U.S. Department of Commerce, by Marsha Iyomasa and Kristine Bretl, Office of Environmental Technologies Exports—April, p. 55
Industry advisors for environmental export programs, by Don Deieso, Metcalf & Eddy—April, p. 30
ITA's model approach arms U.S. environmental technologies exporters for international competition, by Richard Corson, Director, Pontiac Export Assistance Center, and Camille Richardson, Office of Environmental Technologies Exports—April, p. 53
Latin American Environmental Initiative, by Kristine Bretl, Office of Environmental Technologies Exports—April, p. 40
Latin American market momentum opens region to ET exports, by Kristine Bretl, Dallas Deluca, and Eric Fredell, Office of Environmental Technologies Exports—April, p. 36
Market Development Cooperator Program builds public-private partnerships—April, p. 29
New USAID program matches Latin America's environmental technology needs with products and services of U.S. companies, by Julie Williams, USAID—May, p. 21
Overview of environmental technologies, by Richard Sousane, Office of Environmental Technologies Exports—April, p. 31
States forge their own U.S.-Asian environmental partnership—April, p. 48
The Environmental Technologies Initiative in Mexico, by Eric Fredell, Office of Environmental Technologies Exports—April, p. 41
The Environmental Trade Working Group: a model of government cooperation—April, p. 27
The states environmental initiative, by Camille Richardson, Office of Environmental Technologies Exports—April, p. 57
Upcoming environmental technologies trade events—April, p. 60
US-AEP—toward a clean revolution in Asia, by Lewis P. Reade, Director General, United States-Asia Environmental Partnership—April, p. 48
U.S. Filter: a winning formula in Mexico—April, p. 35
Why the emphasis on environmental technologies exports?, by Anne L. Alonzo, Deputy Assistant Secretary for Environmental Technologies Exports—April, p. 26
Your Commercial Service rep in China—April, p. 44

Estonia

Croatia and Estonia join ATA Carnet System—November, p. 1

Europe

Selling services in Europe is highlighted at conference, by John Siegmund, Office of Service Industries—July, p. 26

European Bank for Reconstruction and Development

Evaluates water project in Belarussia—July, p. 1
Prepares road project in Armenia—December, inside front cover

Export Administration Regulations

1996 edition of *Export Administration Regulations* is available—May, inside front cover

Export Assistance Centers

Export Assistance Centers: the original one-stop-shop for exporters, by Norbert Gannon, Commercial Service—June, p. 14
Export Assistance Center network (map)—June, centerspread
Secretary Kantor opens EAC in Detroit—October, p. 17

Export 'Myths'

The four myths that are most likely to

hold your company back from export success, by Kelly Adams-Smith, Trade Information Center—May, p. 16

Export Finance

Exporters bank on SBA's Working Capital Program, by Eileen Cassidy, SBA—May, p. 20
Export finance programs that work, by Dana Reynolds, Trade Information Center—May, p. 15

Exporting Pays Off

Rocket Man, Louisville, Ky.—March, p. 25
Donovan Enterprises, LaGrange, Ga.—May, p. 25
Salem Tool, Inc., London, Ky.—June, p. 39
Water Ventures, Laguna Hills, Calif.—July, p. 14
Gem Dandy, Inc., Madison, N.C.—August, p. 28
The Rug Barn, Abbeville, S.C.—November, p. 24

G

Ghana

Secretary Brown leads Commercial Development Mission to Africa—March, p. 17

Government Shutdown

Critical services to U.S. business provided by the Commerce Department's International Trade Administration were severely disrupted during two government shutdowns—January/February, p. 4

Greece

Celebrating Christmas and New Year's Day in traditional Greek style, by Elena and Odysseus Mikalis—December, p. 6

Guatemala

Guatemala offers U.S. exporters a growing consumer-oriented market, by Mary Doetsch, U.S. Embassy Guatemala—August, p. 23

H

Haiti

Commerce Department completes seventh Business Development Mission to Haiti—August, p. 24

Health Care Industries

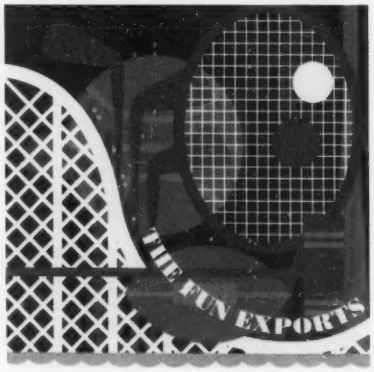
Global healthcare services market is growing fast, by Ernest Plock, Office of Service Industries—July, p. 18

Holidays

1997 world commercial holidays listed—December, p. 11

Hong Kong

"Come to Shanghai and we'll put you into the center of things," by the U.S. Commercial Center, Shanghai—January/February, p. 20
Hong Kong: "Face" is very important—December, p. 10
Hong Kong's future business environment, by Rosemary Gallant, U.S. Commercial Service, Hong Kong—January/February, p. 18
ITA services in China and Hong Kong—January/February, p. 23
Secretary Brown's visit to China and Hong Kong underscores the importance of our commercial ties, by Donald Forest, Cheryl McQueen, and Sheila Baker, Office of the Chinese Economic Area—January/February, p. 7



Trade mission to Singapore and Hong Kong is an outgrowth of White House Conference on Small Business—March, inside front cover
U.S. Government advocacy efforts are paying off in China and Hong Kong—January/February, p. 8

I

Intellectual Property Rights

Intellectual Property Rights Enforcement Agreement commits China to strong measures to curb piracy, by Paul Kullman, Office of the Chinese Economic Area—January/February, p. 10

Inter-American Development Bank

Inter-American Development Bank projects—October, p. 1

International Trade Administration

Accomplishments of the International Trade Administration under Secretary Brown—April, p. 11
Critical services to U.S. business provided by the Commerce Department's International Trade Administration were severely disrupted during two government shutdowns—January/February, p. 4
ITA's model approach arms U.S. environmental technologies exporters for international competition, by Richard Corson, Director, Pontiac Export Assistance Center, and Camille Richardson, Office of Environmental Technologies Exports—April, p. 53
ITA services in China and Hong Kong—January/February, p. 23

Internet

Commerce Department establishes a Middle East/North Africa home page—January/February, p. 1
Commerce Department's National Technical Information Service makes available a major on-line service, World News Connection, on the

World Wide Web—April, p. 1
The 1995 Federal Research and Development Program in Materials Science and Technology available on the Internet—October, p. 1
A guide to international business information on the Internet, by Sandra Yacura—October, p. 11
Information on Poland on the Internet—October, inside front cover
International trade homepages—June, p. 23
Middle East/North Africa home page established—March, p. 36
The DEC Internet homepage—June, p. 18
Metric website established—December, p. 1
Trade Information Center takes export counseling services into cyberspace via CompuServe, by Kelly Adams-Smith, Trade Information Center—May, p. 18
TradePort, an electronic interactive export assistance program, is now available on the World Wide Web—May, p. 1; June, p. 1

Italy

American cosmetics popular at COSMOPROF show in Bologna, Italy, by George Ruffner and Ronald Soriano, Commercial Service Italy—October, p. 23
Novel approach by U.S. Commercial Service in Italy brings success to U.S. high-tech firms at SMAU '95 show, by George Ruffner and Ronald Soriano, U.S. Commercial Service, Italy—March, p. 31

J

Japan

Foreign share of Japan's semiconductor market rises—July, p. 1
Japan: Indifference to local business practices could indicate a lack of commitment—December, p. 16
USTR Kantor reports the Computer Systems Policy Project shows that the foreign share of the Japanese national government procurement market has doubled from 6 percent in 1993 to 12 percent in 1994—January/February, p. 1
WTO panel rules against Japan on liquor tax law—August, p. 1

K

Kenya

Secretary Brown leads Commercial Development Mission to Africa—March, p. 17

Korea

Invited to join OECD—December, p. 1
Most Koreans have three names—December, p. 7

Kuwait

Kuwait buys large quantities of American products and services—November, p. 31

L

Latin America

Commerce Under Secretary Eizenstat visited Brazil and Argentina—July, inside front cover; August, p. 20
Inter-American Development Bank projects—October, p. 1
Latin American Environmental Initiative, by Kristine Bretl, Office of Environmental Technologies Exports—April, p. 40
Latin American market momentum opens region to ET exports, by Kristine Bretl, Dallas Deluca, and Eric Fredell, Office of Environmental Technologies Exports—April, p. 36
New USAID program matches Latin America's environmental technology needs with products and services of U.S. companies, by Julie Williams, USAID—May, p. 21
Why free trade in the Americas? Why NAFTA?—August, p. 4
Recovery and reform decade of the 1990s provides even more opportunities in Latin America and the Caribbean, by William J. Des Rochers, Office of Inter-American Affairs—August, p. 5
Hemispheric commercial integration accelerates toward 2005, by John M. Andersen, Office of Inter-American Affairs—August, p. 6
Hemispheric trade ministers achieve concrete progress, by Stephen P. Jacobs, Director, Office of Inter-American Affairs—August, p. 7
The Americas Business Forum, by Mercedes Fitchett, Office of Inter-American Affairs—August, p. 8
Environmental Technologies Cooperation with Colombia, by Kristine Bretl, Office of Environmental Technologies Exports—August, p. 9
The North American Free Trade Agreement: a status report, by Paul Dacher, Office of NAFTA—August, p. 10
Secretary Kantor, Mexican Secretary Blanco convene second major Border Development Conference—August, p. 11
Saying no to bribery: Latin America leads the way, by Ambassador Harriet C. Babbitt—August, p. 12
Remarks by Under Secretary Eizenstat at the Salud-America 1996 Conference in San Diego—August, p. 13
Western Hemisphere trade agreements (foldout)—August, centerspread
MERCOSUR's potential market is now over 200 million people, by Randy Mye and Lorena Palagonia, Office of Latin America and the Caribbean—August, p. 17
Brazil's non-traditional regions offer attractive business opportunities, by Paulo Mendes, Office of Latin America and the Caribbean—August, p. 19
Economic growth and advances in foreign trade accelerate Chile's infrastructure needs, by Jennifer Graff, Office of Latin America and the

Caribbean—August, p. 21
Guatemala offers U.S. exporters a growing consumer-oriented market, by Mary Doetsch, U.S. Embassy Guatemala—August, p. 23
Commerce Department completes seventh Business Development Mission to Haiti—August, p. 24
Venezuela, at the turning point, looking up, by Edgar Fulton, U.S. Commercial Service, Caracas—August, p. 25

M

Major Projects

Inter-American Development Bank projects—October, p. 1
1996 is the "year of the major project" in China for many companies, by Charles M. Martin, U.S. Commercial Service, Beijing—January/February, p. 11

Malcolm Baldrige National Quality Award

Award criteria redesigned for better performance—November, p. 1
Four companies receive the 1996 award—October, inside front cover
Video features 1995 Baldrige Award winners—April, p. 1

Market Development Cooperator Program

Market Development Cooperator Program invests in innovative export marketing projects in China, by Gregory O'Connor, Office of Planning, Coordination, and Resource Management—January/February, p. 21

Metric System

Metric website established—December, p. 1

Metropolitan Area Exports

Figures reveal importance of trade to nation's cities, by James Desler, Director, Office of Public Affairs—November, p. 4
Metropolitan Area Exports report released—June, p. 1 and p. 38

Mexico

The Environmental Technologies Initiative in Mexico, by Eric Fredell, Office of Environmental Technologies Exports—April, p. 41
Mexico: Yes does not always mean yes—December, p. 18
Secretary Kantor, Mexican Secretary Blanco convene second major Border Development Conference—August, p. 11
TDA announces study of infrastructure projects in Mexico—August, inside front cover

Middle East

Commerce Department establishes a Middle East/North Africa home page—January/February, p. 1
Middle East/North Africa home page established—March, p. 36

N

NAFTA

The North American Free Trade Agreement: a status report, by Paul Dacher, Office of NAFTA—August, p. 10

National Export Strategy

Generating Jobs Through Exports, by R.J. Donovan, Trade Promotion Coordinating Committee—May, p. 8
National Export Strategy Fourth Annual Report to the Congress—September, entire issue

National Institute of Science and Technology (NIST)

Affiliates of NIST's Manufacturing Extension Partnership in 30 states offer free assessments to smaller manufacturers—April, p. 1
NIST's Manufacturing Extension Partnership helps small businesses improve—May, p. 1

National Technical Information Service (NTIS)

Makes available a major on-line service, World News Connection, on the World Wide Web—April, p. 1

National Trade Data Bank

Navigating the NTDB is becoming a whole lot easier, by Valerie Bullerdick, STAT-USA—May, p. 22

Netherlands

Netherlands: The "golden key" of business is courtesy—December, p. 19

New Independent States

Commerce Department program provides standards training to food and packaging specialists from Russia and the New Independent States—March, p. 1
TDA sponsors a conference in St. Louis on power generation and transportation projects in Central Europe and the New Independent States—March, p. 1

North Africa

Commerce Department establishes a Middle East/North Africa home page—January/February, p. 1
Middle East/North Africa home page established—March, p. 36

Northern Ireland

Business development mission visits—July, p. 1

Norway

This has been a good year for Norwegians—November, p. 26

O

Office of Domestic Operations

The Office of Domestic Operations and Partnerships, by Jim Rigassio and Sylvia Burns, Commercial Service—June, p. 13
What makes us unique, by Daniel J. McLaughlin, DAS, Office of Domestic Operations—June, p. 4

On DEC

Alabama DEC launches new trade grant program, by Patrick T. Wall, Executive Secretary, Alabama DEC—August, p. 27
Arizona DEC creates a home page for exporters, by Frank Woods, Executive Secretary, Arizona DEC—May, p. 30
Chairpersons' Council wins vote for inter-DEC coordination, by Jim Rigassio, Commercial Service—July, p. 27
DEC and CIBER cooperation, by Raymond J. Brimble, Chair, Camino Real DEC, Austin, Tex., and Robert Green, Director, Center for International Business Education and Research, University of Texas at Austin—March, p. 24
Northern California DEC plans special World Trade Week '96 conference, by Harry Orbelain, Northern California DEC member and San Francisco Global Trade Council President—May, p. 31
Small- and medium-sized enterprises participate in Transatlantic Business Dialogue, by Mark Struhs, Chair, Lone Star DEC—December, p. 26
Virginia DEC hosts joint meeting of Mid-Atlantic DECs, by Phil Ouzts, Executive Secretary, Virginia DEC—November, p. 25
U.S. trade policy and the future role of the District Export Councils, by Sven Langmack, Chair, Northern Ohio DEC, and Jennifer Wickland and Nathanael Herman, U.S. Commercial Service—January/February, p. 39

Organization for Economic Cooperation and Development (OECD)

Korea invited to join—December, p. 1

P

Panama

Business practices and attitudes are similar to those in the U.S.—November, p. 29

Philippines

Philippines: There are two official languages—December, p. 5 and p. 20

Poland

Information on Poland on the Internet—October, inside front cover
Polish holidays are rich in old customs and tradition, by Roza Pace—December, p. 6

President of the United States

Excerpts of President Clinton's remarks on the nomination of Ambassador Mickey Kantor as Secretary of Commerce—April, inside front cover

President's 'E' Award

The top export honor—May, p. 23
1995 'E' and 'E Star' Awards listed—May, p. 24

President's Export Council

SBA confirmed as member of President's Export Council—May, p. 1

Publications

The Bamboo Network: How Expatriate Chinese Entrepreneurs Are Creating a New Economic Superpower in Asia—October, p. 28
1996 Brazilian-American Who's Who—October, p. 28
Business Times—July, p. 29
Capitalizing the Global Workforce: A Strategic Guide to Expatriate Management—December, p. 30
1996 edition of *Export Administration Regulations* is available—May, inside front cover
The Executive Guide to Asia-Pacific Communications: Doing Business Across the Pacific—July, p. 29
The 1995 Federal Research and Development Program in Materials Science and Technology available on the Internet—October, p. 1
Global Environmental Market and United States Environmental Industry Competitiveness (publication)—April, p. 56
The Global Marketing Imperative: Positioning Your Company for the New World of Business—July, p. 29
Jane's Sentinel Gulf States Economic Assessment—October, p. 28
Japan Trade Directory 1996-97—December, p. 30
Metropolitan Area Exports report released—June, p. 1, p. 38
Mexico Environmental Report: A Resource for Business—December, p. 30
NAFTA as a Model of Development: The Benefits and Costs of Merging High- and Low-Wage Areas—July, p. 29
Services: The Export of the 21st Century, a publication of the Northern California DEC, by Jerry Levine, Chair, Northern California DEC—June, p. 17
Strategic Marketing in the Caribbean—July, p. 29
TIC releases fourth edition of the *Internet Resource Guide*—May, p. 12
Trade Compass, Inc.—December, p. 30
Triple Play Plus! Japanese (software)—December, p. 30
U.S. Business and Today's Germany:

A Guide for Corporate Executives and Attorneys—October, p. 28
U.S. Companies With Offices in Azerbaijan, Belarus, Georgia, Kazakhastan, Ukraine, Russia—October, p. 28

R

Reinventing Government

Public-Private Partnerships: The Cornerstone of Reinvention, by James Desler, Director, Office of Public Affairs—October, p. 4
Commercial News USA is a success story of the government reinvention movement, by Karen Holderman, International Marketing Specialist—October, p. 5
Improved market research programs help U.S. exporters find opportunities abroad, by Karen Holderman, International Marketing Specialist—October, p. 7
A guide to international business information on the Internet, by Sandra Yacura—October, p. 11

Russia

American Business Centers host two "main events," by Susan Simon, ABC Program, Russia/NIS—July, p. 22
Commerce Department program provides standards training to food and packaging specialists from Russia and the New Independent States—March, p. 1
Holidays are coming back in Russia, by Laurel Henderson and Alexei Kim—December, p. 8
Russia's emerging leasing market offers huge market and profit potential, by Elnora Uzzelle, Service Industries and Finance—July, p. 24
SBA and its Russian counterpart enter into agreement on small business issues and cooperative efforts—March, p. 1

S

Secretary of Commerce

Accomplishments of the Bureau of Export Administration under Secretary Brown—April, p. 15
Accomplishments of the Economic Development Administration under Secretary Brown—April, p. 15
Accomplishments of the Economics and Statistics Administration under Secretary Brown—April, p. 18
Accomplishments of the International Trade Administration under Secretary Brown—April, p. 11
Accomplishments of the Minority Business Development Agency under Secretary Brown—April, p. 18
Accomplishments of the National Oceanic and Atmospheric Administration under Secretary Brown—April, p. 19
Accomplishments of the National Telecommunications and Information Administration under Secretary Brown—April, p. 20
Accomplishments of the Patent and Trademark Office under Secretary Brown—April, p. 20
Accomplishments of the Technology Administration under Secretary Brown—April, p. 14
Accomplishments of the U.S. Travel and Tourism Administration under Secretary Brown—April, p. 21
Excerpts of President Clinton's remarks on the nomination of Ambassador Mickey Kantor as Secretary of Commerce—April, inside front cover
Focus on environmental technologies exports: a tribute to Secretary Brown's vision—April, p. 25
Highlights of Secretary Brown's Business Development Missions—April, p. 12
Mickey Kantor leads his first mission as Secretary of Commerce: a Presidential Trade and Economic Policy Mission to East Asia—July, p. 20
Remarks by Secretary Brown at Eastern Africa Regional Roundtable in Nairobi, February 21—March, p. 20
Ronald H. Brown, 30th U.S. Secretary of Commerce—April, p. 4
Ronald H. Brown, the Commerce Department's powerhouse—April, p. 17
Secretary Brown leads Commercial Development Mission to Africa—March, p. 14
Secretary Brown's visit to China and Hong Kong underscores the importance of our commercial ties, by Donald Forest, Cheryl McQueen, and Sheila Baker, Office of the Chinese Economic Area—January/February, p. 7
Secretary Kantor opens EAC in Detroit—October, p. 17
Secretary Kantor, Mexican Secretary Blanco convene second major Border Development Conference—August, p. 11
Secretary Kantor and Minister Wu Yi co-chair Tenth Session of US-China Joint Commission on Commerce and Trade, by Cheryl McQueen, Deputy Director, Office of the Chinese Economic Area—October, p. 18

Singapore

Trade mission to Singapore and Hong Kong is an outgrowth of White House Conference on Small Business—March, inside front cover

Small Business

Exporters bank on SBA's Working Capital Program, by Eileen Cassidy, SBA—May, p. 20
SBA and its Russian counterpart enter into agreement on small business issues and cooperative efforts—March, p. 1
SBA confirmed as member of President's Export Council—May, p. 1
SBA responds to small exporters' financing concerns with a new export finance program, the Export Working Capital Program—January/February, inside front cover
Small business hotline established—December, p. 1
Trade mission to Singapore and Hong Kong is an outgrowth of White House Conference on Small Business—March, inside front cover

Small Business Administration

Exporters bank on SBA's Working Capital Program, by Eileen Cassidy, SBA—May, p. 20
Responds to small exporters' financing concerns with a new export finance program, the Export Working Capital Program—January/February, inside front cover
SBA and its Russian counterpart enter into agreement on small business issues and cooperative efforts—March, p. 1
SBA confirmed as member of President's Export Council—May, p. 1

South Africa

Services in today's South Africa conference held—June, inside front cover

Standards

Commerce Department program provides standards training to food and packaging specialists from Russia and the New Independent States—March, p. 1

States

State international trade directors and offices listed—May, p. 32

Sweden

Midsummer Day is a special holiday in Sweden, by Jim Devlin—December, p. 9

T

Tourism

Tourism industry update—June, p. 1
Tourism industries: a new office joins the International Trade Administration, by Leslie R. Doggett, DAS for Tourism Industries—July, p. 15

Trade and Development Agency

TDA announces study of infrastructure projects in Mexico—August, inside front cover
TDA releases report on Southeast Asia projects—October, inside front cover
TDA sponsors a conference in St. Louis on power generation and transportation projects in Central Europe and the New Independent States—March, p. 1

Trade Compliance Center

Trade Compliance Center established in the Department of Commerce—August, inside front cover

Trade Facts

U.S. Trade Facts—May, p. 19

Trade Information Center

Export finance programs that work, by Dana Reynolds, Trade Information Center—May, p. 15
The four myths that are most likely to hold your company back from export success, by Kelly Adams-Smith, Trade Information Center—May, p. 16
Information technology and international trade: resources for the modern exporter, by Bryan D. Larson, Trade Information Center—May, p. 13
TIC releases fourth edition of the *Internet Resource Guide*—May, p. 12
Trade Information Center takes export counseling services into cyberspace via CompuServe, by Kelly Adams-Smith, TIC—May, p. 18
Your Source for Export Advice, by Kelly Adams-Smith and April Redmon, Trade Information Center—May, p. 11

Trade Missions

Mickey Kantor leads his first mission as Secretary of Commerce: a Presidential Trade and Economic Policy Mission to East Asia—July, p. 20

Trade Statistics

Top 25 U.S. markets, suppliers, and trade balances for 1995—May, p. 29

Transatlantic Business Dialogue

Chicago conference exceeds expectations, by Matt Breitfelder, Office of European Union and Regional Affairs—November, p. 22
Small- and medium-sized enterprises participate in Transatlantic Business Dialogue, by Mark Struhs, Chair, Lone Star DEC—December, p. 26
Transatlantic Business Dialogue held in Chicago—November, p. 1

Turkey

Business Development Council to be established in cooperation with Government of Turkey, by Boyce Fitzpatrick, Turkey Desk Officer—December, p. 25
Ramadan is the most important religious holiday in Turkey, by BoyceFitzpatrick—December, p. 10

U

Uganda

Secretary Brown leads Commercial Development Mission to Africa—March, p. 18
Uganda: Business decisions are often made by a group—December, p. 22

United Arab Emirates

United Arab Emirates: Men and women work together—December, p. 23

U.S. Commercial Centers

U.S. Commercial Centers put American companies on the profit pulse of the Big Emerging Markets—March, p. 4
U.S. Commercial Center/Sao Paulo—March, p. 5
U.S. Commercial Center/Jakarta—March, p. 6
U.S. Commercial Center/Shanghai—March, p. 7

U.S. Commercial Service

Directory of offices—March, p. 33; April, p. 54

Lauri J. Fitz-Pegado, Assistant Secretary and Director General of the Commercial Service, presides at grand opening of the Highland Park, Ill. EAC (photo)—November, p. 5
Letter to DEC members from Daniel J. McLaughlin, Deputy Assistant Secretary, Commercial Service—April, p. 24
Novel approach by U.S. Commercial Service in Italy brings success to U.S. high-tech firms at SMAU '95 show, by George Ruffner and Ronald Soriano, U.S. Commercial Service, Italy—March, p. 31
What makes us unique, by Daniel J. McLaughlin, DAS, Office of Domestic Operations—June, p. 4
Get to know your local international trade specialists, by Bert Engelhardt and Sylvia Burns, Commercial Service—June, p. 7
Serving North Carolina exporters since 1967, by Linda F. Jones, Greensboro EAC—June, p. 7
Developing an account executive relationship with clients, by Samuel P. Troy, Director, Greensboro EAC—June, p. 8
A day in the life of a trade specialist, by Nasir Abbasi, Baltimore EAC—June, p. 9
Providing responsive service to exporter, by Ree Russell, Memphis—June, p. 10
A San Francisco trade specialist takes to the road, by Jean Coffman, San Francisco—June, p. 11
Temporary overseas assignments benefit exporters, by Richard Corson, Pontiac—June, p. 12
The Office of Domestic Operations and Partnerships, by Jim Rigassio and Sylvia Burns, Commercial Service—June, p. 13
Export Assistance Centers: the original one-stop-shop for exporters, by Norbert Gannon, Commercial Service—June, p. 14
We're there when you need us, by Ree Russell and Sylvia Burns, Commercial Service—June, p. 19
Export Assistance Center network (map)—June, centerspread
Using technology to reach more U.S. businesses than ever before, by Jennifer Wickland, Commercial Service—June, p. 22
International trade homepages—June, p. 23
Take a look at our team, edited by Jennifer Wickland, Commercial Service—June, p. 24
Eastern Region, by Roger Fortner, Regional Director, and Carole Odell, the Eastern Regional Office—June, p. 26
The National Minority Export Program, by Nasir Abbasi, Baltimore EAC—June, p. 26
Mid-East Region, by Gordon B. Thomas, Regional Director—June, p. 27
Mid-Western Region, by Sandy Gerley, Regional Director—June, p. 28
Western Region, by Bert Engelhardt, Acting Regional Director—June, p. 30
Eastern Region, by Roger Fortner, Regional Director—November, p. 7
Mid-Eastern Region, by Gordon B. Thomas, Regional Director—November, p. 10
Mid-Western Region, by Sandra Gerley, Regional Director—November, p. 13
Western Region, by Keith Bovetti, Regional Director—November, p. 16
EAC network structure (chart)—November, p. 18
EAC directory—November, p. 19
Secretary Kantor opens EAC in Detroit—October, p. 17

U.S. Trade Representative

USTR Kantor reports that the foreign share of the Japanese national government procurement market doubled from 1993 to 1994—January/February, p. 1

V

Venezuela

U.S. appeals WTO panel finding concerning Venezuela and Brazil's challenge to an EPA regulation governing imports of reformulated and conventional gasoline—March, inside front cover
Venezuela, at the turning point, looking up, by Edgar Fulton, U.S. Commercial Service, Caracas—August, p. 25

W

White House Conference on Small Business

Trade mission to Singapore and Hong Kong is an outgrowth of White House Conference on Small Business—March, inside front cover

World Bank

Sets up infrastructure project database—October, p. 1

World Trade Organization

Announces improvements in transparency and public access to information on WTO actions—August, p. 1
U.S. appeals WTO panel finding concerning Venezuela and Brazil's challenge to an EPA regulation governing imports of reformulated and conventional gasoline—March, inside front cover
U.S. improves its market access commitments in WTO negotiations on basic telecommunications—November, p. 1
WTO panel rules against Japan on liquor tax law—August, p. 1

World Trade Week

Northern California DEC plans special World Trade Week '96 conference, by Harry Orbelain, Northern California DEC member and San Francisco Global Trade Council President—May, p. 31
World Trade Week 1996, "Winning With Exports," by James Desler, Director, Office of Public Affairs—May, p. 4
World Trade Week events—May, p. 5